VBS Hobby:
A Modern Content and Product Information Management Revolution

VBS Hobby successfully transformed its outdated Product Information Management (PIM) system, significantly reducing processing times during critical sales periods. By leveraging AI technology, the company achieved a remarkable 70% time savings in product text creation, greatly enhancing efficiency.

Moreover, through automated translations and streamlined product updates, VBS Hobby ensured seamless operations across multiple platforms and languages, driving further growth and customer satisfaction.

VBS Hobby partnered with Savotex to integrate censhare's flexible platform. This integration automated product updates, catalog production, and content localization for marketplaces like Amazon and Otto. Key modules included PIM for seamless data updates, DAM for AI-driven image organization, automated translations via DeepL, and AI-powered product descriptions using ChatGPT, all of which reduced workload by 70%.

a censhare **success story** with

Challenges

VBS Hobby, a family-owned business founded in 1964, evolved into one of the largest suppliers of craft materials via mail order.

However, managing over 20,000 products for their online shop and external marketplaces became increasingly difficult due to limitations of their outdated PIM system. Slow processing times and manual updates threatened critical sales seasons, such as Christmas, jeopardizing the company's growth and profitability.

The outdated PIM system posed significant hurdles, including slow processing times, manual updates, and difficulties in managing a vast inventory across multiple sales platforms. These challenges were particularly acute during peak sales seasons, risking both revenue and customer satisfaction.

Impact: Since implementing censhare, VBS Hobby drastically improved efficiency, reducing time to market from 24 hours to just 3-4 minutes. Automated product text creation and multilingual translations minimized manual workloads, allowing staff to manage more products during peak times while enhancing data accuracy with seamless updates across all sales platforms.

Benefits include:

- **Significant Time Savings:** 70% reduction in product text creation time.

- **Enhanced Efficiency:** Time to market reduced to 3-4 minutes.

- **Seamless Localization:** Automated translations across multiple languages.

- **Increased Scalability:** Capability to handle more products during peak seasons.

- **Improved Data Accuracy:** Consistent and compliant product data across platforms.

Why censhare?

By partnering with censhare and Savotex, VBS Hobby successfully overhauled its content and product information management. The automation and flexibility of censhare enabled them to meet the demands of a fast-paced market while ensuring future scalability. The quick three-month implementation period safeguarded their peak holiday season, allowing VBS Hobby to continue expanding its online and print operations with confidence.